CHANGING JOBS, CHANGING ENTREPRENEURSHIP - YOUNG HIGHLY EDUCATED WOMEN IN SEARCH OF PERFECT PLACE THROUGH ENTREPRENEURSHIP (INTERACTIVE PAPER)

Anne Kovalainen  
*Stanford University, anne.kovalainen@utu.fi*

Pekka Stenholm  
*University of Turku*

Jarna Heinonen  
*University of Turku*

Recommended Citation  
Kovalainen, Anne; Stenholm, Pekka; and Heinonen, Jarna (2012) "CHANGING JOBS, CHANGING ENTREPRENEURSHIP - YOUNG HIGHLY EDUCATED WOMEN IN SEARCH OF PERFECT PLACE THROUGH ENTREPRENEURSHIP (INTERACTIVE PAPER)," *Frontiers of Entrepreneurship Research*: Vol. 32: Iss. 8, Article 5.  
Available at: http://digitalknowledge.babson.edu/fer/vol32/iss8/5
Entrepreneurial activities are affected by societal and economic factors that can transform contents of the work and work related qualifications. Thus, entrepreneurship can emerge as highly desirable if unemployment is the other option. We hypothesize that those persons facing the possibility of unemployment, who have transferable capabilities such higher education, or are younger or are female, are prone to find entrepreneurship attractive career choice. Based on earlier research on the gender specific segregation of the labor markets, and the prior knowledge of the importance of the early career stages on entrepreneurship, we also hypothesize that the highly educated young women, who are dissatisfied to their present job situation, are more likely to start up a business than their male peers if they are facing unemployment.

Method

We used a data comprising 2006 work-aged respondents. In order to assess the work-life experience and entrepreneurial career choices, our final sample (n=969) comprises only those respondents who were at least 25 years old and who were actively participating in work-life by the time of survey. We used hierarchical logistics regressions to test our hypotheses.

Results and Implications

Our results show that for young, highly educated women, who are not satisfied with their present job, entrepreneurship is an attractive option if facing unemployment. This challenges the robust division of entrepreneurship into possibility/forced choice when facing unemployment. The demand factors concerning the transferable capabilities among highly educated can change even rapidly at the current labor markets. Our results also emphasize that these factors are gender specific. Thus, entrepreneurship research needs to tackle with the labor market research, in order to offer theoretically informed explanations for entrepreneurial activities.

CONTACT: Anne Kovalainen; anne.kovalainen@utu.fi; (T): +358-2-333 9311 (office), University of Turku, School of Economics, FI-20014 University of Turku, Finland.